

2005 Strategy >

Each year BETAH managers meet at an off-site retreat to review corporate operations and set objectives. The 2005 meeting helped to

- assess performance and internal processes and areas for improvement;
- set goals and objectives for 2005 and beyond; and
- assign specific action items for accomplishing 2005 objectives.

The results of this year's retreat have set strong goals to which all staff can contribute in 2005.

Goal 1 – Achieve Excellent Customer Satisfaction Ratings

Objective: Build client loyalty and trust through frequent client visits, client satisfaction surveys, and a corporate-wide commitment to service excellence.

Goal 2 – Increase Revenues

Objective: Increase revenues through new business development, expanding existing contracts, partnering & networking.

Goal 3 – Improve Profitability

Objective: Focus on effective budget management, manager training and accountability, and improved reporting systems.

Goal 4 – Conduct Strategic Business Development

Objective: Focus on our business area strengths, selective competitive bids, GSA schedule marketing and strategic partnering.

Goal 5 – Support Employee Development

Objective: Maximize employee competencies, involvement and satisfaction with the Company.

Goal 6 – Improve Corporate Infrastructure and Processes

Objective: Ensure employees have access to excellent information, resources and tools. Improve internal processes and deliver high quality products and services.

Goal 7 – Develop Performance Measurement System

Objective: Implement a performance management system that links individual performance objectives at every level to corporate goals, and forms the basis for reporting and performance reviews.

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